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# Disruptive Innovation & Human Talent: A Partnership for Success

[indrastra.com/2018/07/Disruptive-Innovation-Human-Talent-Partnership-004-07-2018-0001.html](http://indrastra.com/2018/07/Disruptive-Innovation-Human-Talent-Partnership-004-07-2018-0001.html)

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Disruptive innovations are what make businesses and brands more effective in their industries. Instead of relying on technology to form the foundation of innovation, human capital must become the top priority.

Although technology influences the processes people use to innovate, it is the pure creativity from the modern entrepreneur which sets one business apart from others.

Without human capital, a business has nothing.

## **Innovation Creates Natural Disruptions**



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We all know the benefits of being innovative. Profit margins increase. Products diversify. Consumers become satisfied. New business opportunities are created.

Technologies don't create these natural disruptions. People do.

Far too often, organizations focus on helping their people become more productive. Investments into automation resources and other technological advances take a top priority.

Encouraging people to work harder doesn't produce innovation. It only helps your business keep doing the same thing it has always done. To be successful, growth investments must be placed in the creativity that only the best talent is able to bring.

### **How to Encourage Disruptive Innovation Locally**



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Unless you're willing to take a risk, your business is going to fail anyway. You need to bring in talent that will identify opportunities that others have not seen yet. Technology is important, but investment into attracting and retaining human capital must be the top priority.

That process begins with leadership. Without great leadership, you cannot have great talent. Make sure your C-suite is upholding the values and mission of your organization.

Then provide an avenue for career growth. Those who have the creativity to create disruptive innovation want an upward path that is visible and achievable.

You must also keep an open mind. How Mojang Minecraft was disruptive with The Lego Company is an excellent example of this. By creating a digital version of the building process, Mojang was able to create a new market and value network that, by all rights, should have belonged to Lego.

In doing so, your local human capital begins to build business revenues that, over time, become disruptive.

#### **About the Author:**

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